

INVOICE



WPTV
1100 Banyan Blvd.
West Palm Beach, FL 33401
Main: (561)655-5455
Billing: (877)290-6105

Invoice #	Invoice Date	Invoice Month	Invoice Period
315083-1	11/06/12	November 2012	10/29/12 - 11/05/12

Station	Account Executive	Sales Office	Sales Region
WPTV	Local House-Political	WPTV Local	Local

Billing Address.

Pride Marketing
Attention: Accounts Payable
2139 Palm Beach Lakes Blvd.
West Palm Beach, FL 33409

Send Payment To:

WPTV
P.O. Box 116871
Atlanta, GA 30368-6871

Advertiser	Product	Estimate Number
Searcy Denney in Support c	In support of Defend Justi	

Flight Dates	Order #	Alt Order #
10/29/12 - 11/06/12	315083	

Billing Calendar	Billing Type
Broadcast	Cash

Special Handling
Duplicate Invoice

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/29/12	11/02/12	M-F 12n-1p	12-1p	MTWTF--	:30	3	\$650.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 MTWTF-- 3 \$650.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u>									
3 WPTV M 10/29/12 12:27 PM M-F 12n-1p 12-1p :30 TV105x12212H \$650.00 NM									
1 WPTV Tu 10/30/12 12:26 PM M-F 12n-1p 12-1p :30 TV105x12212H \$650.00 NM									
2 WPTV W 10/31/12 12:37 PM M-F 12n-1p 12-1p :30 TV105x12212H \$650.00 NM									
2	11/05/12	11/05/12	M-F 12n-1p	12-1p	M-----	:30	1	\$650.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 M----- 1 \$650.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u>									
2 WPTV M 11/05/12 12:12 PM M-F 12n-1p 12-1p :30 TV105x12212H \$650.00 NM									
3	10/29/12	11/02/12	MILLIONAIRE	2-3p	MTWTF--	:30	3	\$350.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 MTWTF-- 3 \$350.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u>									
2 WPTV M 10/29/12 2:23 PM MILLIONAIRE 2-3p :30 TV105x12212H \$350.00 NM									
1 WPTV Tu 10/30/12 2:28 PM MILLIONAIRE 2-3p :30 TV105x12212H \$350.00 NM									
3 WPTV W 10/31/12 2:39 PM MILLIONAIRE 2-3p :30 TV105x12212H \$350.00 NM									
4	10/29/12	11/02/12	ELLEN	4-5p	MTWTF--	:30	2	\$850.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 MTWTF-- 2 \$850.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u>									
2 WPTV M 10/29/12 4:35 PM ELLEN 4-5p :30 TV105x12212H \$850.00 NM									
1 WPTV W 10/31/12 ELLEN 4-5p :00 \$850.00 NM									
See MG 4.3									
3 WPTV F 11/02/12 4:37 PM ELLEN 4-5p :30 TV105x12212H \$850.00 NM									
MG for 4.1 10/31									

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315083-1	11/06/12	November 2012	10/29/12 - 11/05/12

Advertiser	Product	Estimate Number
Searcy Denney in Support of	In support of Defend Justi	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
5	11/05/12	11/05/12	ELLEN	4-5p	M-----	:30	1	\$850.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 M----- 1 \$850.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV M 11/05/12 4:35 PM ELLEN 4-5p :30 TV105X12212H \$850.00 NM									
6	10/29/12	11/02/12	M-F 5-530p	5-530p	MTWTF--	:30	1	\$3,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 MTWTF-- 1 \$3,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV W 10/31/12 5:11 PM M-F 5-530p 5-530p :30 TV105X12212H \$3,000.00 NM									
7	11/05/12	11/05/12	M-F 5-530p	5-530p	M-----	:30	1	\$3,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 M----- 1 \$3,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV M 11/05/12 5:12 PM M-F 5-530p 5-530p :30 TV105X12212H \$3,000.00 NM									
8	10/29/12	11/02/12	M-F 530-6p	530-6p	MTWTF--	:30	1	\$3,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 MTWTF-- 1 \$3,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV F 11/02/12 5:43 PM M-F 530-6p 530-6p :30 TV105X12212H \$3,000.00 NM									
9	11/03/12	11/03/12	Sa 6p	6-630p	-----S-	:30	1	\$2,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 -----S- 1 \$2,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Sa 11/03/12 Sa 6p 6-630p :00 \$2,000.00 NM See MG 9.2 2 WPTV Sa 11/03/12 Sa 7p News 7-730pm :00 \$2,000.00 NM See MG 9.3 3 WPTV M 11/05/12 7:13 PM M-F 7-730p News 7-730p :30 TV105X12212H \$2,000.00 NM MG for 9.2 11/03									
10	11/04/12	11/04/12	Su 6p	6-630p	-----S	:30	1	\$2,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 -----S 1 \$2,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Su 11/04/12 6:23 PM Su 6p 6-630p :30 TV105X12212H \$2,000.00 NM									
11	10/29/12	11/02/12	TONIGHT SHOW	1135p-1235a	MTWTF--	:30	2	\$1,250.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 MTWTF-- 2 \$1,250.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WPTV W 10/31/12 12:31 AM TONIGHT SHOW 1135p-1235a :30 TV105X12212H \$1,250.00 NM 1 WPTV Th 11/01/12 11:46 PM TONIGHT SHOW 1135p-1235a :30 TV105X12212H \$1,250.00 NM									

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
12	11/03/12	11/03/12	SNL	1130p-1a	-----S-	:30	1	\$1,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 -----S- 1 \$1,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Sa 11/03/12 12:51 AM SNL 1130p-1a :30 TV105X12212H \$1,500.00 NM									
13	11/01/12	11/01/12	ROCK CENTER	10-11p	---T---	:30	1	\$3,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 ---T--- 1 \$3,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Th 11/01/12 10:42 PM ROCK CENTER 10-11p :30 TV105X12212H \$3,500.00 NM									
14	11/02/12	11/02/12	DATELINE	10-11p	----F--	:30	1	\$3,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 ----F-- 1 \$3,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV F 11/02/12 DATELINE 10-11p :00 \$3,500.00 NM See MG 14.2 2 WPTV F 11/02/12 Revolution 10-11p :00 \$3,500.00 NM See MG 14.3 3 WPTV Sa 11/03/12 8:08 PM Breeders Cup 8-9p :30 TV105X12212H \$3,500.00 NM MG for 14.2 11/02									
15	11/03/12	11/03/12	CHICAGO FIRE	9-10p	-----S-	:30	1	\$1,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 -----S- 1 \$1,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Sa 11/03/12 CHICAGO FIRE 9-10p :00 \$1,000.00 NM See MG 15.2 2 WPTV Sa 11/03/12 10:26 PM NBC Movie of the Week: Rudy 9-11p :30 TV105X12212H \$1,000.00 NM MG for 15.1 11/03									
16	11/03/12	11/03/12	LAW & ORDER	10-11p	-----S-	:30	1	\$1,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 -----S- 1 \$1,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Sa 11/03/12 LAW & ORDER 10-11p :00 \$1,000.00 NM See MG 16.2 2 WPTV Sa 11/03/12 9:46 PM NBC Movie of the Week: Rudy 9-11p :30 TV105X12212H \$1,000.00 NM MG for 16.1 11/03									
17	11/03/12	11/03/12	Sa 6-7a	6-7a	-----S-	:30	1	\$600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 -----S- 1 \$600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Sa 11/03/12 6:40 AM Sa 6-7a 6-7a :30 TV105X12212H \$600.00 NM									
18	11/03/12	11/03/12	Sa 7-8a	7-8a	-----S-	:30	1	\$1,200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 -----S- 1 \$1,200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Sa 11/03/12 7:39 AM Sa 7-8a 7-8a :30 TV105X12212H \$1,200.00 NM									

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
19	11/03/12	11/03/12	Sa 10-1030a	10-1030a	-----S-	:30	1	\$1,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 -----S- 1 \$1,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Sa 11/03/12 10:25 AM Sa 10-1030a 10-1030a :30 TV105X12212H \$1,500.00 NM									
20	11/04/12	11/04/12	Su 6-7a	6-7a	-----S	:30	1	\$500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 -----S 1 \$500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Su 11/04/12 6:41 AM Su 6-7a 6-7a :30 TV105X12212H \$500.00 NM									
21	11/04/12	11/04/12	Su 7-8a	7-8a	-----S	:30	1	\$1,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 -----S 1 \$1,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Su 11/04/12 7:08 AM Su 7-8a 7-8a :30 TV105X12212H \$1,500.00 NM									
22	11/04/12	11/04/12	SU 10-11am To the Point	10-11am	-----S	:30	1	\$750.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 -----S 1 \$750.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Su 11/04/12 10:43 AM SU 10-11am To the Point 10-11am :30 TV105X12212H \$750.00 NM									

Total Spots 28 Gross Total \$38,250.00

Payment Terms 30 Days

Agency Commission \$5,737.50

Net Amount Due \$32,512.50